

Message Text

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SUBJ: COUNTRY COMMERCIAL PROGRAM FY 1977 DRAFT

REF: (A) ROME A-25; (B) STATE A-7369 12/10/75

1. WASHINGTON COMMERCIAL ACTION GROUP (WCAG) AGREED DRAFT OF FY 1977 CCP FOR ITALY MAILED TO EMBASSY APO APRIL 15.

DRAFT HAS BEEN REVIEWED AND CLEARED BY MEMBERS OF WCAG. RECOMMENDATIONS SUBMITTED IN REF. (A) HAVE BEEN INCORPORATED IN DRAFT TO MAXIMUM EXTENT POSSIBLE ALTHOUGH SOME ADDITIONS AND MODIFICATIONS HAVE BEEN INTRODUCED TO REFLECT PROGRAM REQUIREMENTS OF WCAG AGENCIES.

2. WE NOTE IN NUMEROUS CCP'S THAT CAMPAIGN ACTIONS OFTEN ENTAIL OR COULD ENTAIL USE OF USIA MEDIA PRODUCTS AND THE ACTIVE INVOLVEMENT OF USIS SERVICES. TO STRENGTHEN USIA SUPPORT OF EXPORT AND TOURISM PROMOTION, PUBLIC AFFAIRS OFFICERS HAVE BEEN ASKED TO SUBMIT ALL REQUESTS FOR WASHINGTON PREPARED MEDIA PRODUCTS ARISING FROM THEIR UNCLASSIFIED

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PROJECTED SUPPORT OF CCP CAMPAIGNS WITH THEIR F7 77 COUN-

TRY PLANS. IN USIA, REQUESTS FOR NEW DA MEDIA PRODUCTS ARE SUBJECT TO REVIEW, AFTER WHICH POSTS WILL BE INFORMED WHICH PRODUCTS THEY CAN EXPECT TO RECEIVE AND WHEN. IT IS ANTICIPATED THAT MOST OF THE NEW MEDIA PRODUCTS BEING

PREPARED IN THE CCP CONTEXT DURING FISCAL YEARS 1976 AND 1977 WILL SUPPORT THE TARGET INDUSTRIES SELECTED FOR FY 77 WHICH WERE ENUMERATED IN REF. (B) AND STATE 54879.

3. WCAG REPRESENTATIVE H.H. LINDSTROM, COUNTRY MARKETING MANAGER, FOR ITALY, (COMMERCE, BIC, OIM) AND R. DAY, COMMERCIAL DEVELOPMENT DIVISION, (STATE, EB/OCA) ARE PLANNING TO VISIT ROME FOR PURPOSE OF REVIEWING ALL ASPECTS OF THE DRAFT AND FINALIZING THE FY 1977 CCP FOR ITALY. WCAG REPRESENTATIVES ARE BEING INSTRUCTED TO RETURN TO WASHINGTON WITH A MUTUALLY AGREED, INITIALED TEXT OF THE CCP REFLECTING APPROVAL OF THE COUNTRY COMMERCIAL ACTION GROUP (CCAG) AND THE INVOLVEMENT OF THE PRINCIPAL ADMINISTRATIVE OFFICER. LINDSTROM AND DAY WILL BOTH BE AVAILABLE IN ROME, MONDAY, MAY 17. LINDSTROM'S HOTEL RESERVATIONS HAVE BEEN CONFIRMED BY ROME 5754. DAY'S ARRIVAL AND DEPARTURE WILL BE COVERED BY SEPARATE CABLE.

4. ACTION REQUESTED; POST REQUESTED TO REVIEW APPROVED DRAFT PRIOR TO ARRIVAL OF AND DISCUSSION WITH WCAG REPRESENTATIVES AND TO COMPLETE/UPDATE SECTION II, PERSONNEL RESOURCE LIST. DESIRABLE POST COMPILE TOTAL PERSON DAYS AVAILABILITIES AND CALCULATE WORKLOAD REQUIREMENTS FOR SPECIFIC FUNCTIONS AS BASIS FOR COMPLETION OF SECTION V TABLES DURING VISIT WCAG REPRESENTATIVES. PO POST ALSO REQUESTED TO REVIEW CAMPAIGN JUSTIFICATIONS TO DETERMINE WHETHER FURTHER SPECIFIC DATA MAY BE DESIRABLE TO JUSTIFY THE MAGNITUDE OF THE PERSONNEL AND FINANCIAL RESOURCES LIKELY TO BE DEVOTED TO THE CAMPAIGN. KISSINGER

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